Digital Media and Design Specialist

Position Details
Reports to: Marketing and Outreach Manager

Status: Hourly/Non-exempt

Hours: .5 FTE (20 hrs/week)
Occasional evening, weekend, and holiday work may be required. EWP is currently using a hybrid remote and in-office schedule.

Pay: $25-$30/hour

Benefits: Retirement savings fund (matched at 3%), PTO, Employee Assistance Program, transit pass

Position Overview
The Digital Media and Design Specialist is responsible for developing graphic and digital content, as well as on-brand creative to support the organization’s marketing strategies and Diversity, Equity and Inclusion (DEI) efforts. This includes managing and maintaining EWP’s online presence – social media channels, website, Google My Business, and larger digital footprint – as well as creating collateral and content in accordance to EWP’s marketing plan.

This position reports to the Marketing and Outreach Manager, and works closely with the Visitor Service Specialist and Equity Outreach Specialist to ensure messaging is in line with the organization’s operations and efforts to reach underserved audiences. The position works to ensure the organization’s messaging and marketing materials reflect the organization’s commitment to diversity, equity, accessibility, and inclusion and are welcoming and inclusive of a diverse community. The successful candidate will be a self-starter who is effective at managing projects in a detailed manner.

Duties and Responsibilities
Digital Content – Estimated percent of time: 55%
- Develop, post, and manage on-brand social media content that coincides with overall marketing/communication strategies
- Develop channels to reach underserved populations
- Maintain, update, create, and publish content to EWP’s website using WordPress
- Ensure ongoing usability, accessibility, and SEO of website
- Write and distribute EWP’s partner newsletter
- Track metrics, and create analytic reports
Graphic Design & Production – Estimated percent of time: 35%
- Develop on-brand creative, including collateral, signage, and ad campaigns to support marketing/communication initiatives, DEI efforts, and other organizational priorities
- Support staff in creating reports, presentations, and other materials

Other responsibilities – Estimated percent of time: 10%
- Assist in other marketing/communications initiatives and special projects
- Other duties as assigned

Qualifications

Skills:
- Bachelor’s degree in a related field preferred but not required, plus 3-5 years of work experience in digital marketing and graphic design
- Advanced skills in Adobe Creative Suite and Microsoft Office Suite programs
- Demonstrated understanding of excellent visual design principles
- Experience in web design with knowledge Google Analytics, SEO, CRM, WordPress, and email marketing software
- Proven success utilizing the functionality of and building audiences on social media channels, including Instagram, Facebook, and Twitter
- Detail-oriented with strong project management and problem-solving skills
- Strong written and verbal communication skills

Competencies
- Strong work ethic and personal accountability
- Must be a self-starter who can handle multiple priorities
- Proven track record of working well with others, adapting to others’ work styles, and professional interactions with co-workers and vendors
- Commitment to increasing equitable access to Washington Park and ensuring marketing and communication materials are inclusive of a diverse community
- Passionate about social media and EWP’s mission

Work Environment
- Ability to work in a shared/open space environment
- EWP utilizes a hybrid work model allowing for work-from-home but requiring some in-person meetings and weekly scheduled office days

About Explore Washington Park
Explore Washington Park (EWP) is a non-profit dedicated to providing access and visitor services to Washington Park. Washington Park is one of Portland, Oregon’s oldest parks and, at 410 acres, is home to the Hoyt Arboretum, Portland Japanese Garden, World Forestry Center, Oregon Zoo, and the International Rose Test Garden. In addition to the cultural institutions, the Park includes the Oregon Holocaust Memorial and Vietnam Veterans of Oregon Memorial, Native American monuments, playgrounds, an archery range, tennis courts, group picnic sites, over 15 miles of trails connected to Forest Park, and a TriMet light rail MAX station. More than 3 million visitors enjoy the Park each year, making it one of Oregon’s top tourist destinations.
The Park's purpose is to connect people with the culture, diversity and wonder of nature. We are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park – a community of destinations.

EWP's programs include a free shuttle, traffic management and offsite parking services, visitor information services, marketing and communications, and park planning.

For more information about the organization please visit [explorewashingtonpark.org](http://explorewashingtonpark.org).

**To Apply**
Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the position, and that candidate may be one who comes from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for this role.

To apply, please submit an application packet to [admin@explorewashingtonpark.org](mailto:admin@explorewashingtonpark.org) with “Digital Media and Design Specialist” in the subject line.

Your application packet must include the following to be considered:
- Cover letter that references experience with social media
- Resume
- Three samples of your graphic design work with a short description of the project and your role (300 words maximum).

Applications must be submitted by **August 31 at 5 p.m. PST**.